

Headquarters U.S. Air Force

***I n t e g r i t y - S e r v i c e - E x c e l l e n
c e***

Introduction to Public Affairs and Strategic Communications



**Briefer's name and office symbol
Squadron Commanders Course**

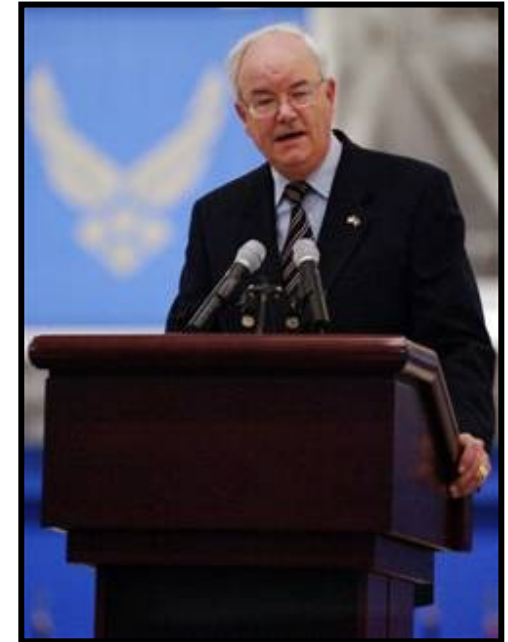
U.S. AIR FORCE



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Overview

- **Public Affairs Mission**
- **Public Affairs support for you**
 - **Squadron/CC testimonials**
- **Public Affairs needs your support**
- **Strategic Communication**



Integrity - Service - Excellence



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Public Affairs Mission

- **Public Affairs supports the Air Force mission and the public's right to know.**
- **PA programs at all levels should provide service members, the public, Congress, and the news media timely, accurate, and authoritative Department of Defense and Air Force information so they may assess and understand facts about national security and defense strategy.**
- **Credibility forms the basis for public support of the Air Force. PA programs will not engage in activities to intentionally misinform, mislead, nor will they deny otherwise releasable information.**
- **Divisions of Public Affairs - Internal Information, Media Relations, Community Relations, and Security and Policy Review.**



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Public Affairs Mission

- **Trusted counsel to leaders (Internal)**
- **Airman morale and readiness (Internal)**
- **Public trust and support
(Media/COMREL/Bands)**
- **Global influence and deterrence
(Media/Bands)**
- **Public Affairs readiness (Internal/Media)**



Your PA support system

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PA Professionals

**SAF/CM
Regional**

**SAF/PA
+**

COCOMs

MAJCOMs

PACE (AU)

Field offices:

NYC - Media Outreach

Chicago - Civic Outreach

LA - Entertainment Industry

Broadcasters

AFNews

BRAC ⇒ DMA

JPASE

Regional News Center

-Yokota, Ramstein

Podcasts +

AFLink +

Bandsmen

Premier &

Advanced degrees

AFN Overseas



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Public Affairs Support Internal Information

- **The internal information program provides Air Force leadership access to and feedback from Air force people - military and civilian.**
- **Public Affairs products provide commanders their primary means of communicating with the internal audience about issues affecting their leaders, and the Air Force.**
- **Internal audiences include:**
 - **Active-duty**
 - **Reserve**
 - **Air National Guard Airmen**
 - **Air Force retirees**
 - **Civilian employees**
 - **Families**
 - **Contractors**





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Public Affairs Support Internal Information

Internal Information: The CC's tool, your Voice

-- Can't succeed without it

- Base newspapers
- Commander's Channel
- Commander's Calls
- AIM Points, AF Link
- Air Force Highlights
- Airman Magazine (Qtrly)
- Web sites
- Armed Forced Radio and Television (Overseas)
- PA Tool Kit



Beale members shine in fuel spill response exercise

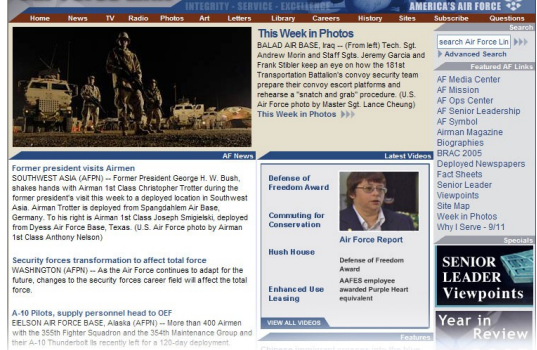
By Staff Sgt. Zachary Wilson
9th RW Public Affairs

Beale honed its disaster
response skills last week as
the base conducted a Major
Accident Response Exercise
(MAREX).

to flow into a drainage
ditch, said Wayne Dan-
dridge, 9th Civil Engineer
Squadron environmental
flight.
"Security Forces cor-
doned off the area and the
5th Bombardment entered the



Air Force Link



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Public Affairs Support Broadcasting Mission

- **The Air Force Broadcasting Service manages Air Force-owned and -operated Armed Forces Radio and Television Service (AFRTS) outlets and Air Force regional news centers overseas.**
 - **Its mission is to inform and entertain DoD members and their families and provide information about Air Force activities overseas to active-duty, Reserve, and retired Air Force members and their families.**
 - **AFBS radio and television outlets produce and insert command internal information into AFRTS programming overseas.**
 - **During wartime, AFBS, its outlets and its people support the AFRTS mission of providing news and information to all DoD elements in place or deployed to an area of operations.**
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Public Affairs Support Broadcasting Mission

- **Holiday Hometown Greetings**
- **TV news and radio shows overseas; local and regional**
- **TV news and radio programs repackaged for local/national media**
- **Provide TV and radio coverage of stories Air Force-wide**
- **Provide one daily 4.5 minute and 15 minute radio and TV broadcasts to the Pentagon Channel**
- **Put TV and radio stories on www.af.mil**
- **Five minute radio broadcast on www.af.mil available for download to Podcast**
- **New 24/7 Assignment Desk**



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Public Affairs Support Community Relations

- **Community relations programs create mutual acceptance, respect, appreciation, and cooperation between the Air Force and the Community.**
- **These programs provide civilian opinion leaders and the public an opportunity to talk directly to Air Force people and observe Air Force readiness first hand.**

COMREL Objectives:

- **Increase public awareness and understanding of the armed forces and the missions, policies, and programs of the Air Force.**
 - **Inspire patriotism and encourage young people to serve in the military.**
 - **Maintain a reputation as a good neighbor, as well as a professional organization charged with part of the responsibility for national security**
 - **Support for Air Force recruiting.**
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Public Affairs Support Outreach - Community Relations

- **Civic Leader Outreach - proactively engage**
 - **Connection with your local community**
 - **Solidify relationships early**
 - **Base tours and visits**
 - **Learn the community history -- your neighbors know!**
- **Your base is in your civic leaders' back yard**

Communities are key to mission accomplishment

Reach out!!



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Public Affairs Support Air Force Bands

- **Bands promote the global Air Force mission in war and peace by providing world-class musical products and services to support troop morale, recruiting, community relations, and the preservation of our national heritage.**
- **Active-duty bands are named regional units and classified as either premier or regional bands.**
- **Bands may be subdivided into several smaller units or performing groups to satisfy local, MAJCOM, and regional needs.**
- **Primary types of official military functions supported are parades, ceremonies, protocol functions, and Air Force and DoD COMREL programs that project the Air Force image and promote our national heritage.**

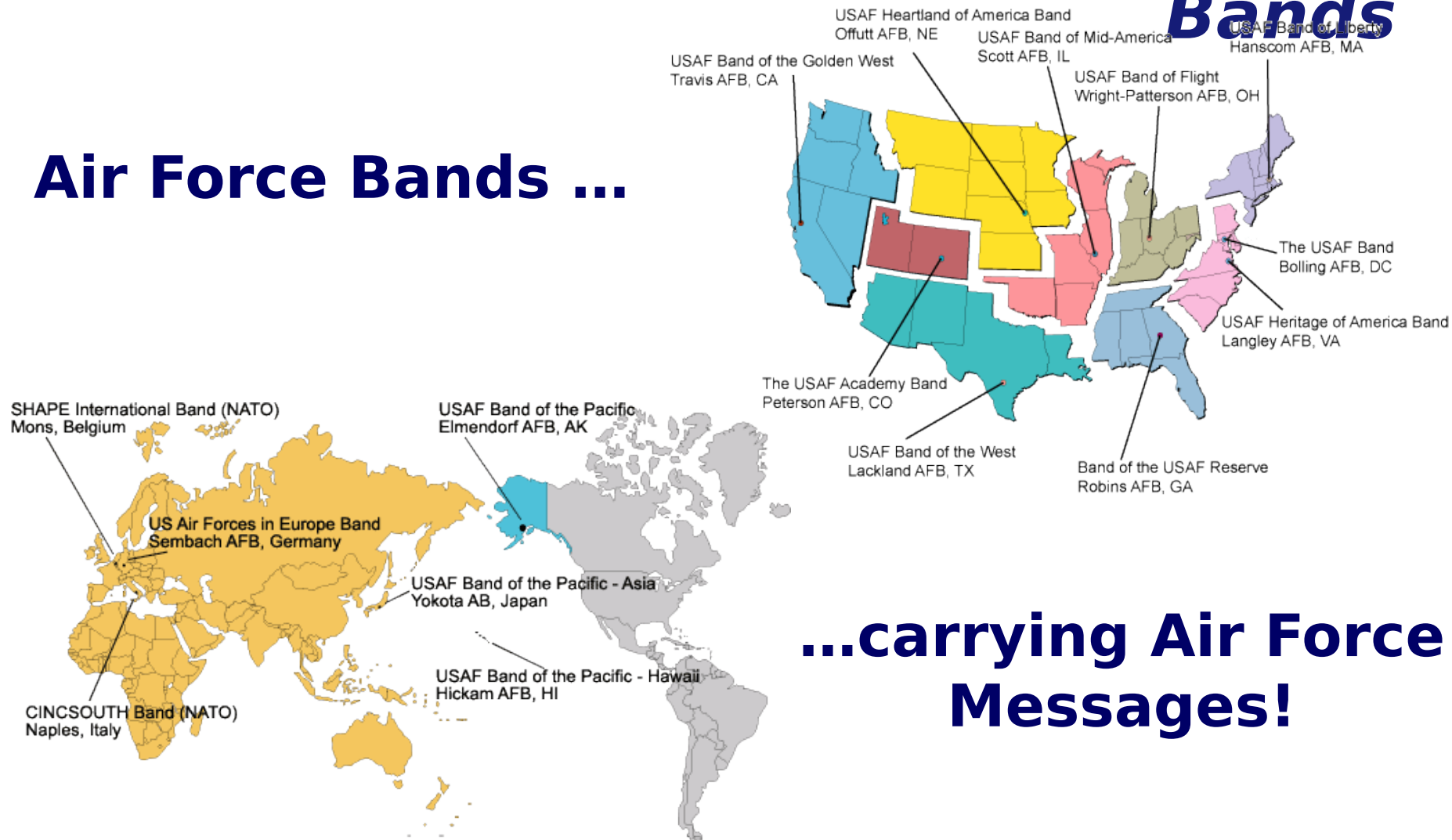


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Public Affairs Support Outreach Resources: AF

Bands

Air Force Bands ...



...carrying Air Force Messages!



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Public Affairs Support Media Relations

- **Media relations involve collecting, evaluating, and announcing to the public and media unclassified, releasable information about the Air Force, its people, and its activities.**
- **Media relations makes the complete Air Force record available to the American people within security restrictions. It also reports the Air Force's use of its personnel, material, and money to the American people.**
- **The media is the Air Force's primary channel of communication to the public.**
- **All military and civilian employees must comply in spirit and letter with the secretary of defense's principles of public information and Air Force "maximum disclosure/minimum delay" standards.**

▪ **Bona fide media may visit Air Force installations with PA approval**



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Your Base: Media Relations

- **Public Affairs should follow these guidelines when dealing with the media:**
 - **Be impartial**
 - **Market material**
 - **Release bad news**
 - **Story balance**
 - **Do not request clippings and tear sheets**
 - **Do not ask a reporter to send material for review unless security considerations are involved**





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Public Affairs Support Security and Policy Review

- **Information proposed for release through any medium must be cleared for release by PA to ensure it meets standards and policies for safeguarding national security matters. This program ensures material proposed for public release does not contain classified material and does not conflict with established Air Force, DoD, or U.S. government policy.**

Things to be cleared

- **Books on military items**
- **Base internet information**
- **Journal articles**





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Public Affairs Support

- **Here are some of the things PA can do for you:**
 - **Recognize your people**
 - **Provide topics for commander's calls**
 - **Provide media training prior to interviews**
 - **Prepare Qs and As for upcoming interviews**
 - **Provide Air Force's key messages and themes**
 - **Cover unit events for the base newspaper**
 - **Get you out speaking to the local community via the speaker's bureau**
 - **Give base tours to local and civic leader groups**
 - **Set up interviews with media outlets**
 - **Provide counsel and support to commanders**
 - **Brief deploying Airmen**
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Public Affairs needs your support

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- **Here are some things you can do to support PA:**
 - **Include your PA at the initial planning stage of any event/operation**
 - **Make sure the PAs know your units mission**
 - **Appoint a unit public affairs representative who will keep PA informed of unit activities**
 - **Write commander's editorials for the base paper**
 - **Volunteer to speak to local civic groups**
 - **Support base tours by allowing them to visit your squadron**
 - **Let PA know immediately if something is going on in your unit that might be picked up by the media - good or bad news**
 - **Encourage your unit's members to volunteer to speak to local civic groups**
- **Ask for PA counsel and support**

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Strategic Communication

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- **Strategic Communication:** Informing and appropriately influencing key audiences by synchronizing and integrating communication efforts to deliver truthful, timely, accurate, and credible information
- **Vision: “Many Voices, One Message”**
- **Enable Airmen to tell The Air Force Story**



Strategic Communication

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- **Wake up and smell the cordite ...**
 - **In the U.S., a free press is protected by the constitution**
 - **Media “frames” events creating effects in public opinion**
 - **Public support is critical to our mission; public support is influenced by public opinion**
 - **Non-kinetic war for public opinion is raging in the information operational environment ... and **the enemy is fully engaged in using the information environment to wage cognitive information warfare****
 - **Kinetic actions won't mitigate the non-kinetic war for public opinion**
- **Truth is the most powerful weapon we can employ**

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The Information Environment

Legislators

Al Arabiya News Channel



tvnz.co.nz

AGI online



The New York Times
ON THE WEB

BLOGS
bbc.co.uk
BBC home

CTV.ca

Anti-Iraqi
Web Sites

JAPAN TODAY

SFTT.ORG SOLDIERS FOR THE TRUTH



ALERT LEVEL
ELEVATED

NEWS 24.com

Guardian
Unlimited



ALJAZEERA.NET

washingtonpost.com



Entertainment
nt

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Strategic Communication

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- **Imperatives regarding the information operational environment:**
 - You are the spokesperson for your service
 - You are the “operator” in this operational environment
 - You **can** shape public opinion/perceptions
 - You must recognize the importance of the information piece in all contingency planning
- **Bottom line:** To achieve Strategic Communication, we must communicate for effect



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Information and War

More than half of this battle is taking place in the battlefield of the media. We are in a media battle, a race for the hearts and minds of our Umma [community of Muslims].

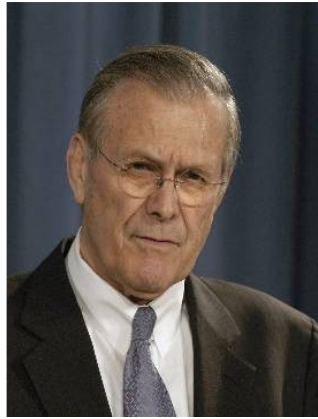
al-Qaeda Deputy Ayman al-Zawahiri





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Information and War



In a 24/7 world, the US isn't keeping up with its enemies in the communication battle.

Our enemies have skillfully adapted to fighting wars in today's media age. [The US] government, at all levels, will need to make communications planning a central component of every aspect of this struggle.



Your Role in the SC Mission

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- **Promote the Air Force to external audiences**
 - **Know the Air Force Story ... and tell it**
- **Promote internal AF understanding of SC**
 - **Facilitate a culture change - everyone's a communicator**
 - **Educate and train all Airmen to strategically and offensively communicate for our Air Force**
 - **Via Air University resident/non-resident educational programs**
- **Participate in the integrated SC process cycle**
 - **Accelerate the internal flow of information**
 - **Honor SAF/CM requests for SME support**
 - **Identify emerging issues and pro-actively engage the media**

"Go on the Offensive" --
CSAF



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Who else tells our story

- **YOU aren't alone**
- **Visual Information**
- **Combat Camera**
- **Bands**
- **AF Recruiting Service**
 - **Commercials ⇒ new vector: reality airmen vs "slick"**
- **Wing CC provides first line of offense/defense**
- **YOU are a lead communicator!**

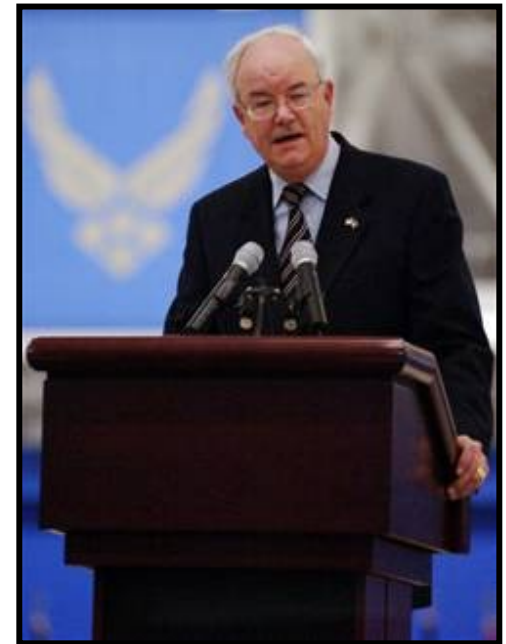




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Conclusion

- **Public Affairs Mission**
- **Public Affairs support for you**
- **Your support for Public Affairs**
- **Strategic Communication**



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Questions?



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